
SEKONDA
23 JEWELS

SEKONDA
PRECISION

PRICE LIST

Model Nos.	Recommended Selling Prices
PAGE 2	
233	£7.10.0d.
24	£7. 5.0d.
22*	£6.10.0d.
44	£7.19.0d.
40*	£7.19.0d.
41*	£7.19.0d.
228	£7.10.0d.
227*	£6.19.0d.
PAGE 3	
229	Discontinued
205*	Discontinued
5	£4.19.0d.
30*	£6.10.0d.
49	£6.19.0d.
48*	Discontinued
60	£7.19.0d.
225*	£8.19.0d.
PAGE 4	
4	£4.10.0d.
3*	£3.19.0d.
1	£3.19.0d.
2*	£4.10.0d.
27	£6.10.0d.
39	£7.19.0d.
PAGE 5	
34 (Should read 37)	£6.10.0d.
21	£7. 5.0d.
20*	£6.10.0d.
55	Discontinued
46	£8.19.0d.
45*	£8.19.0d.

Model Nos.	Recommended Selling Prices
PAGE 6	
203	£7.19.0d.
204*	Discontinued
75	£16.19.0d.
76*	£19.19.0d.
74	£18.19.0d.
73*	£15.19.0d.
28 (Should read 34)	£5.19.0d.
PAGE 7	
15	£6.19.0d.
16*	£7.15.0d.
31	£6.10.0d.
206	£10.10.0d.
64	£3.19.0d.
PAGE 8	
57	£9.10.0d.
58*	£10.10.0d.
208	£12.10.0d.
207*	£10.19.0d.
210	£12.10.0d.
209*	£10.19.0d.
59	£10.10.0d.
232*	£11.10.0d.
PAGE 9	
68	£13.19.0d.
63	£4.19.0d.
69	£15.19.0d.
66	£9.19.0d.

Prices effective 15.4.70 *Not illustrated Inclusive of Purchase Tax

Water protected/water resistant means protected against accidental temporary immersion in water.

Shock proof/shock resistant means protected against accidental shocks incurred in normal use.

SEKONDA
PRECISION

PRICE LIST

Model Nos.	Recommended Selling Prices
PAGE 10	
62	£7.19.0d.
226	£8.19.0d.
61 *	£7.19.0d.
201	£6.19.0d.
202 *	£7.10.0d.
29	£7.19.0d.
PAGE 11	
83	£6.19.0d.
169 *	£7.19.0d.
282	£8.10.0d.
179 *	£8.10.0d.
78	£6.10.0d.
171	£8.10.0d.
89 *	£7.10.0d.
102	£6.10.0d.
100 *	£5.19.0d.
PAGE 12	
180	£7.10.0d.
85	£6.19.0d.
170	£7.19.0d.
84 *	£6.19.0d.
93	£6.19.0d.
92 *	£5.19.0d.
79	£3.19.0d.
94 *	£4.19.0d.
PAGE 13	
175	Discontinued
167	£5.19.0d.
94 *	£4.19.0d.
96	£7.10.0d.
81	£5.19.0d.
168	£7.19.0d.
82 *	£6.19.0d.

Model Nos.	Recommended Selling Prices
PAGE 14	
77	£5.19.0d.
173	£9.19.0d.
95	£6.10.0d.
90	Discontinued
91 *	Discontinued
99	£7.19.0d.
98 *	£6.19.0d.
PAGE 15	
134	Discontinued
135 *	£15.10.0d.
103	£12.10.0d.
104 *	£12.10.0d.
158	£14.10.0d.
157 *	£14.10.0d.
146	£14.10.0d.
137	£15.10.0d.
136 *	£12.10.0d.
PAGE 16	
165	£13.10.0d.
164	£16.10.0d.
138	£12.10.0d.
160	£15.10.0d.
159 *	£12.10.0d.
126	£10.10.0d.
INSIDE BACK COVER	
108	£11.10.0d.
162	£13.10.0d.
117	£9.10.0d.
150	£13.10.0d.
151 *	£13.10.0d.
141	£15.10.0d.
140 *	£12.10.0d.

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Shock proof/shock resistant means protected against accidental shocks incurred in normal use.

What's in a Sekonda

The inside story of a good watch.

1. The oil that lubricates this watch costs 600 times as much as the oil that lubricates a car. But without it everything would eventually grind to a halt.

2. The hairspring is carefully compensated against changes in temperature. If it wasn't, a mere 18° F. change in temperature would make the watch wrong by 1½ minutes a day.

3. The outside of this balance wheel travels about 6,000 miles in a year of normal use (that's as far as America and back). Even an aeroplane couldn't go this far without proper servicing, and a Sekonda watch will work all the better for an annual overhaul.

4. This pivot needs protection. It's a mere thirty-thousandth of an inch thick, yet it has to support the entire balance wheel.
All Sekonda watches have a spring set behind the pivot jewels, so a small knock doesn't have a shocking result.

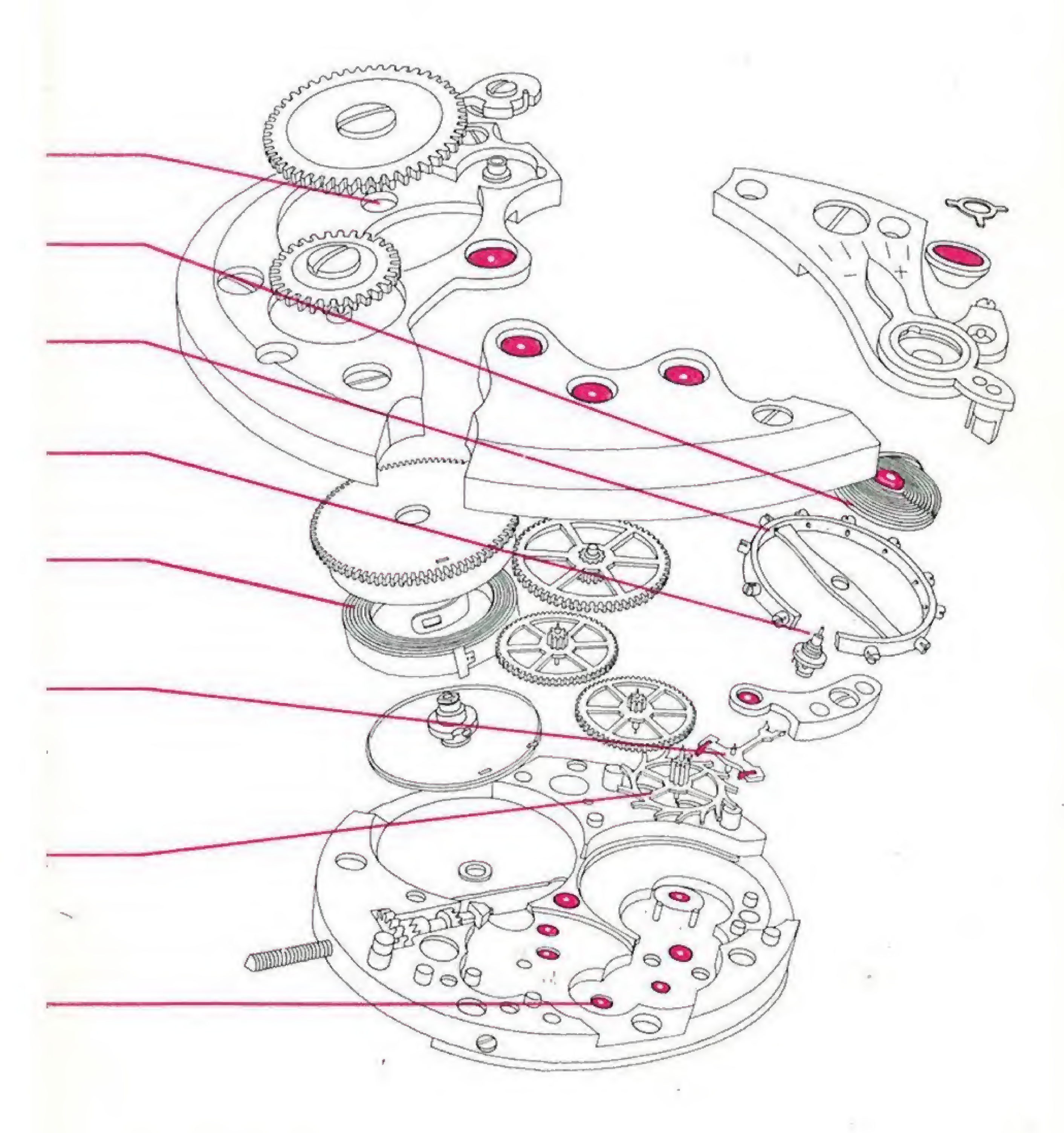
5. The main spring of a Sekonda watch is made of an alloy twenty times stronger than ordinary steel. Which is a touch pricier: ounce for ounce it costs almost as much as pure gold.

6. This pivot swings backwards and forwards 432,000 times a day or 3 million times a week or 150 million times a year. If it hadn't got a jewel on either end it would get horribly worn.
And as it's not much thicker than a human hair, a little bit of wear would go a long way.
All Sekonda watches have jewels at all their important working parts, to keep things running smoothly.

7. The escape wheel has to let the energy of the main spring "escape" tick by tick. It's rather like a turnstile letting through a flow of impatient people.
All this energy would cause a lot of wear on the wheel's pivots – if it wasn't for the jewels at either end.

8. The jewels in a watch (marked in red) aren't at all the Crown Jewel variety. Far from being dug up from the ground, they're made very precisely by an industrial process.
Once made, they then have to be cut to size and eased into the nooks and crannies on a watch. Imagine having to fiddle round with something that's just one hundredth of an inch across.
But we think it's worth the trouble.

for you ?




Model 44
Super slim 20 micron gold plated watch with steel case back and champagne tinted dial. 23 jewel shock resistant movement. Leather strap.
Model 40: with black dial.
Model 41: with silver dial.
Model 228
Cushion shape, water resistant, date watch with 20 micron gold plated case and steel case back. 18 jewel shock resistant movement. Leather strap.
Model 227: without date.
Model 233
Fashion watch with 20 micron gold plated case, steel case back and white dial. 23 jewel shock resistant movement. Leather strap.
Model 24
Bold military style with chrome water resistant case, steel case back, luminous dial and hands. 18 jewel shock resistant movement. Steel adjustable link bracelet.
Model 22: on leather 'rally type' strap.
All 130 Sekonda Precision Russian watches
Distributed and guaranteed in the U.K.


Model 229
Carré cambrai shaped watch with 20 micron gold plated case and steel case back. 17 jewel shock resistant movement. Leather strap.
Model 205: in chrome plated case.
Model 49
Water resistant, 20 micron gold plated date watch. 17 jewel shock resistant movement. Leather strap.
Model 48: with black dial.
SEKONDA
Model 60
Super slim, 20 micron gold plated fashion watch. Steel case back and white dial. 23 jewel shock resistant movement. Leather strap.
Model 225: with tailored 'milanese' bracelet.
SEKONDA
Model 5
Clear dial watch in chrome plated, water resistant case with steel case back. 21 jewel shock resistant movement. Leather strap.
Model 30: in 20 micron gold plated case.
have a fully jewelled lever movement.
by Global Watches Ltd., London.



Model 27
Slim, 20 micron gold plated watch with steel case back and radiant dial. 18 jewel shock resistant movement. Leather strap.
Model 1
Boys easy-to-read, water resistant watch with chrome case and steel case back. 17 jewel shock resistant movement. Leather strap.
Model 2: on all steel adjustable expanding link bracelet.
SEKONDA
shockproof
Model 39
Fashion date watch with 20 micron gold plated case, steel case back and radiant dial. 21 jewel shock resistant movement. Leather strap.
Model 4
Boys 24 hour luminous dial, water resistant watch with chrome case and steel case back. 17 jewel shock resistant movement. All steel adjustable expanding link bracelet.
Model 3: on leather strap.
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Distributed and guaranteed in the U.K.



Model 55
Automatic watch with 20 micron gold plated, water resistant case and steel case back. 29 jewel shock resistant movement. Leather strap.

Model 34
20 micron gold plated slim watch with steel case back and read-at-a-glance dial. 18 jewel shock resistant movement. Leather strap.

Model 46
Super slim, 20 micron gold plated watch with steel case back. 23 jewel shock resistant movement. Tailored 'milanese' bracelet.
Model 45: with silver dial.

Model 21
Chrome plated, water resistant date watch with steel case back and luminous dial and hands. 18 jewel shock resistant movement. Fitted all steel adjustable bracelet.
Model 20: with leather strap.

have a fully jewelled lever movement

by Global Watches Ltd., London.



Model 75
9 ct. gold hallmarked, slim, date watch. 18 jewel shock resistant movement. Leather strap.
Model 76: with fitted rolled gold adjustable bracelet.

Model 203
All steel super slim, water resistant watch with metallic blue dial. 23 jewel shock resistant movement. Leather strap.
Model 204: with white dial and raised blued arabic full figures.

Model 28
20 micron gold plated, luminous, slim watch with steel case back. 18 jewel shock resistant movement. Leather strap.

Model 74
Slim 9 ct. gold hallmarked watch. 18 jewel shock resistant movement. Fitted rolled gold adjustable bracelet.
Model 73: with leather strap.

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Model 15
Bold, military style date watch in chrome plated, water resistant case and steel case back. Luminous dial and hands. 18 jewel shock resistant movement. Leather 'rally type' strap. Model 16: with fitted steel link adjustable bracelet.
Model 64
Slim, chrome plated pocket watch with clear dial. 15 jewel movement.
SEKONDA
15 jewels
Model 206
All steel, automatic, water resistant watch. 29 jewel shock resistant movement. Leather strap.
Model 31
20 micron gold plated, water resistant watch with steel case back and modern bold dial and matching hands. 17 jewel shock resistant movement. Leather strap.
have a fully jewelled lever movement.
by Global Watches Ltd., London.


Model 208
All steel, automatic, water resistant, date watch. 29 jewel shock resistant movement. Adjustable steel link fitted bracelet.
Model 207: with leather strap.
Model 210
Automatic, all steel, water resistant, date watch with luminous dial. 29 jewel shock resistant movement. Fitted adjustable steel link bracelet.
Model 209: with leather strap.
Model 59
Automatic, gold plated, water resistant, date watch with steel case back. 29 jewel shock resistant movement. Leather strap.
Model 232: with rolled gold adjustable expanding bracelet.
Model 57
Automatic, 20 micron gold plated, water resistant, date watch with steel case back. 29 jewel shock resistant movement. Leather strap.
Model 58: with rolled gold adjustable expanding bracelet.
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8

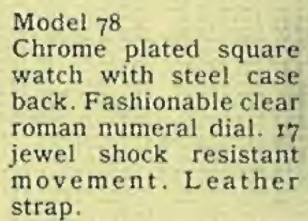

Model 63
Chrome plated, 15 jewel pocket stop watch. Calibrated to 1/5th of a second. Stop/start/zeroing push button operation.
Model 68
19 jewel Chronograph with external stop/start and zero buttons. Dial facilities for continuous or intermittent timing to 1/5th of a second, and separate 45 minutes recording dial. Dial marked with a Tachometric scale (for determining average speeds) and Telemetric scale (for ascertaining distance). Leather strap.
Model 69
Black dial Chronograph watch with external stop/start and zero buttons. 19 jewel movement. Luminous. Dial facilities for continuous or intermittent timing to 1/5th of a second, and separate 45 minute recording dial. Tachometric scale (for determining average speeds). Leather strap.
Model 66
Alarm watch with 20 micron gold plated, water resistant case and steel case back. 18 jewel shock resistant movement. Leather strap.
have a fully jewelled lever movement
by Global Watches Ltd., London.


Model 29
Slim, gold plated,date watch with steel case back. 18 jewel shock resistant movement. Leather strap.
Model 62
Super slim, 20 micron gold plated pocket watch with white dial. 23 jewel shock resistant movement.
Model 226
20 micron gold plated, super slim watch with white dial and steel case back. 23 jewel shock resistant movement. Tailored 'milanese' bracelet. Illustrated on cover.
Model 61: with leather strap.
Model 201
Fashionable cushion shape, chrome plated, water resistant watch with steel case back. Black dial with white roman numerals and matching hands. 18 jewel shock resistant movement. Leather strap.
Model 202: with date.
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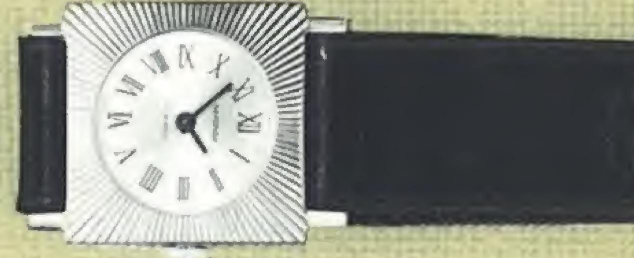
Model 171
Fashionable ladies rectangular, gold plated watch with matching rolled gold fully expanding bracelet. Steel case back. 17 jewel shock resistant movement.
Model 89: with black strap.

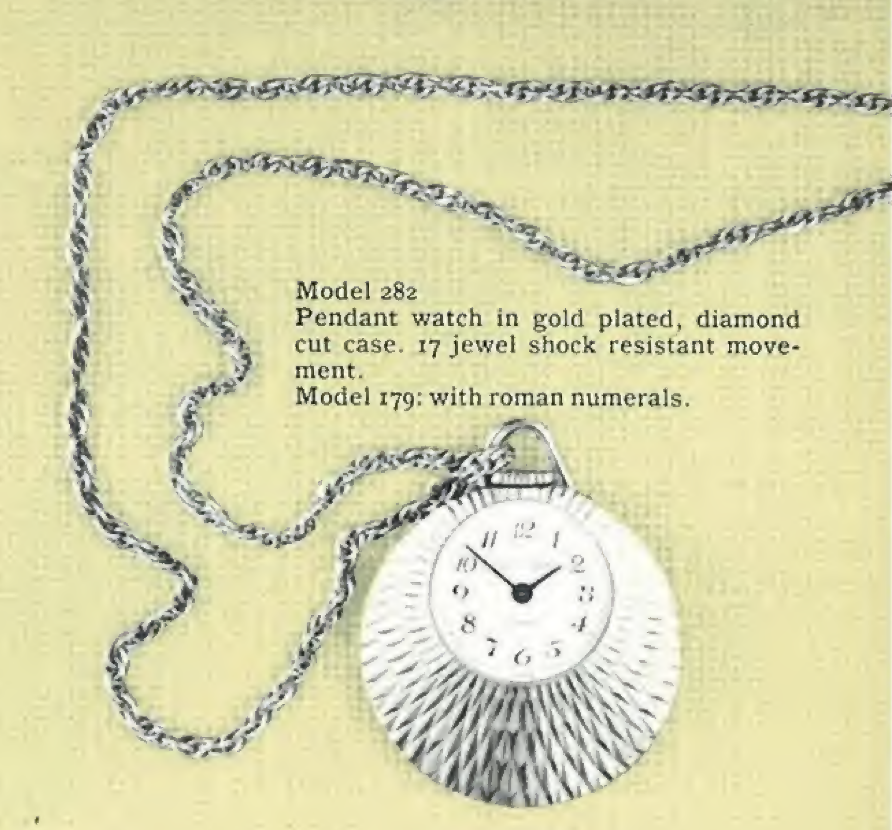
Model 102
Date watch with bold dial and easy-to-read date aperture. 20 micron gold plated case with steel case back. 22 jewel shock resistant movement. Leather strap.
Model 100: without date.

Model 83
Attractive ladies gold plated watch with clear dial and steel case back. 17 jewel shock resistant movement. Leather strap.
Model 169: with fitted rolled gold fully expanding bracelet.



Model 78
Chrome plated square watch with steel case back. Fashionable clear roman numeral dial. 17 jewel shock resistant movement. Leather strap.





Model 282
Pendant watch in gold plated, diamond cut case. 17 jewel shock resistant movement.
Model 179: with roman numerals.

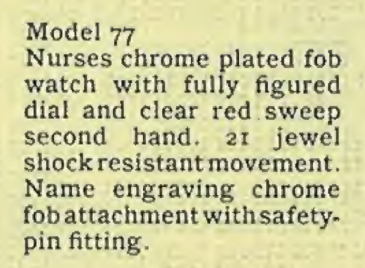


have a fully jewelled lever movement.

by Global Watches Ltd. London


Model 79
Young girls, chrome plated watch with see-at-a-glance dial. Steel case back and 17 jewel shock resistant movement. Leather strap.
Model 94: in 20 micron gold plated case.
Model 85
20 micron gold plated watch with saphette glass, clear dial and steel case back. 17 jewel shock resistant movement. Leather strap.
Model 93
Tonneau shape, gold plated watch with 17 jewel shock resistant movement. Steel case back and fitted fully expanding rolled gold bracelet.
Model 92: with leather strap.
Model 170
Cushion shape, gold plated watch with tailored rolled gold fully expanding bracelet. Steel case back. 17 jewel shock resistant movement.
Model 84: with leather strap.
Model 180
Rectangular, 20 micron gold plated watch with steel case back. 17 jewel shock resistant movement. Leather strap.
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Model 81
Water resistant, chrome plated watch with steel case back. 17 jewel shock resistant movement. Leather strap.
Model 167
Easy to read, 20 micron gold plated watch with rolled gold fully expanding bracelet. Steel case back and 17 jewel shock resistant movement.
Model 94: with leather strap.
Model 96
Square watch with 17 jewel shock resistant movement. 20 micron gold plated case and steel case back. Leather strap.
Model 168
Petite, gold plated watch with tailored rolled gold fully expanding bracelet. Steel case back and 17 jewel shock resistant movement.
Model 82: with leather strap.
Model 175
Gold plated costume watch with matching gold plated adjustable bracelet. Saphette glass and clear dial. 17 jewel shock resistant movement.
have a fully jewelled lever movement.
by Global Watches Ltd., London.
13



Model 77
Nurses chrome plated fob watch with fully figured dial and clear red sweep second hand. 21 jewel shock resistant movement. Name engraving chrome fob attachment with safety-pin fitting.



Model 90
Diamond cut, gold plated, tonneau shape watch. Steel case back. 17 jewel shock resistant movement. Model 91: with fitted rolled gold fully expanding bracelet.

Model 173
Costume watch with gold plated case and matching gold plated adjustable link bracelet. Saphette glass. 17 jewel shock resistant movement.



Model 95
20 micron gold plated fashion watch with steel case back. 21 jewel shock resistant movement. Sweep second hand. Leather strap.

Model 99
Saphette glass, gold plated watch with matching rolled gold fully expanding bracelet. Steel case back. 17 jewel shock resistant movement. Model 98: with black strap.



All 130 Sekonda Precision Russian watches

Distributed and guaranteed in the U.K.


9ct. Gold Hall-marked cases
Model 137
17 jewel shock resistant movement watch with 9 ct. gold hallmarked case and matching gold plated bracelet. Black sweep second hand.
Model 136: with leather strap.
Model 146
Clear, round, 9 ct. gold hallmarked watch with matching gold plated bracelet. 17 jewel shock resistant movement.
Model 158
9 ct. gold hallmarked watch with attractive rolled gold fully expanding bracelet. 17 jewel shock resistant movement.
Model 157: with fully figured dial.
Model 134
Clear dial, 9 ct. gold hallmarked watch. 17 jewel shock resistant movement. Leather strap.
Model 135: with matching gold plated bracelet.
Model 103
Small, easy to read, 9 ct. gold hallmarked watch. 17 jewel shock resistant movement. Leather strap.
Model 104: with baton dial.
have a fully jewelled lever movement.


9ct. Gold Hall-marked cases
Model 160
Attractive, 9 ct. gold hallmarked watch with matching gold plated bracelet. Saphette glass with clear dial. 17 jewel shock resistant movement.
Model 159: with leather strap.
Model 164
Fashionable, 9 ct. gold hallmarked watch with fitted rolled gold 'milanese' bracelet. 17 jewel shock resistant movement.
Model 165
Cushion shape, 9 ct. gold hallmarked watch with 17 jewel shock resistant movement. Cordette strap.
Model 126
Bold, 9 ct. gold hallmarked watch with leather strap and 17 jewel shock resistant movement.
Model 138
Easy to read, 9 ct. gold hallmarked watch with 17 jewel shock resistant movement and sweep second hand. Leather strap.
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9ct.
Model 141
Fashionable, 9 ct. gold hallmarked watch with matching gold plated bracelet. 17 jewel shock resistant movement.
Model 140: with leather strap.
Model 162
Cushion shape, 9 ct. gold hallmarked watch with clear dial, 17 jewel shock resistant movement and leather strap.
Model 150
See-at-a-glance, 9 ct. gold hallmarked watch with 17 jewel shock resistant movement. Leather strap.
Model 151: with baton dial.
Model 117
Fully figured, 9ct. gold hallmarked, tonneau shaped watch with matching rolled gold link bracelet. 17 jewel shock resistant movement.
Model 108
Diamond cut, 9 ct. gold hallmarked watch with 17 jewel shock resistant movement and leather strap.
have a fully jewelled lever movement
by Global Watches Ltd., London


If it hasn't got a fully jewelled lever movement it isn't a Sekonda.